

## MUSEUM COLLECTION HAS RAREST STYLES IN HATS

In the Ethnological Museum of the University is a display of Philippine hats which were collected some fifteen years ago by Mrs. Stuart Heintzelman, while her husband, who is in the U. S. Army, was in service there. These hats for the most part were given to Mrs. Heintzelman by friends living in the interior, who knew of her collection and so they sought for the best and rarest examples of the handwork of the natives of the provinces. Five years ago this interesting exhibition was sent as a loan to the department of sociology, and was placed in the Museum.

These twenty-five hats vary greatly in size, shape, material and workmanship. Some are round with diameters ranging from 10 to 30 inches, others are helmet shaped, while some are conical in shape. Mr. Marfori, who is a native of the Philippines, in describing the hats said that this conical shape was worn in the extremely rainy sections of the islands, and that it was made thus on the principle that it would shed water much faster than the flatter hats. Naturally though, it would not be as effective in shielding from the sun.

Most of these hats in the collection are for women and girls and are worn in the rice fields. Neither the men nor women wear hats in the towns very much. The women wear them in the country when they are at work in the fields and the men when they are going on a hunting or fishing expedition. Some of the hats are almost flat on top, resembling an inverted soup tureen or the style of umbrella the men are carrying now. The ornamentation depends upon the age of the women and is in the main shown in the weavings and color, but one has a metal pagoda effect in the center, another a tassel of variegated hue, all due to the fancy and wealth of the owner.

The men wear the helmet shapes when they go on a hunt; the best example of this in the display is one covered with the fur of some wild animal. This they think very appropriate to wear in the jungles. "All little boys want a hat just like their fathers," said Mr. Marfori, "and I remember how very proud I was when I had my first hat."

The ordinary materials used are rattan, bamboo, palm-leaf, bark of trees, and plaited straw. The hats are generally lined with linen, red being the favorite color. They are held on the head by means of cords.

One must marvel at the delicacy of workmanship, the patience displayed, the skill of the provincials who have fashioned this headgear. It is a matter of regret that since the occupation of the Islands by the United States, and with this, the introduction of machine made hats this art is rapidly declining. This fact alone makes this loan a most valued and interesting one.

## ECONOMY FOR JOHN BULL ONE CHANCE TO WIN WAR

BY WILBUR S. FORREST  
(United Press Staff Correspondent)  
LONDON, August 19 (By Mail).—England has entered the second year of war on a strict basis of economy. Saving is not only a national duty but a bald imperative necessity. The government must have \$5,000,000,000 a year to carry on the war. The government's annual revenue is only \$1,350,000,000. The balance—\$3,650,000,000—must be furnished by the nation—the people.

The answer is: Strict economy—starting right away. This is the keynote of a stern message to the people from the Parliamentary War Savings Committee, headed by Premier Asquith, Bonar Law and other notables. Assisted by experts on national economy, the committee is telling the people what to save and how to save it.

A booklet for nation-wide distribution, soon to be published by the committee will place the issue before every British citizen, rich and poor, high and low. The language is simple and to the point.

### That Problem in Arithmetic.

Here is the little problem in arithmetic that the government economists write on the national blackboard for Mr. John Bull:

Eliminate the millions and just suppose that the British government were an everyday garden variety of man—John Bull. John has been enjoying a comfortable income of \$11,500 a year. After spending money for household necessities, week-end trips to the sea shore and furnishing gasoline for his automobile, he has been able to save \$1,500 a year. Then suppose, suddenly, he finds himself enmeshed in a lawsuit with his aggressive neighbor, Herr Johann Schmidt, of Berlin. To carry on the lawsuit he must spend \$5,000 a year. How can he find the money?

He has four alternatives, the government experts say:

- (1) Sell his investments.
- (2) Borrow from other people.
- (3) Draw on money he has in the bank.
- (4) Save out of the money he usually spends.

### Economy the Only Answer.

But if he employs any of the first three suggestions he will come out of the lawsuit poorer than he went in. There is but one logical suggestion, and that is to save—eliminate the luxuries. It means that he'll have to economize, to eat, drink, smoke and dress less expensively, keep fewer servants; travel less; go to the theater less; utilize his garden to grow the flowers that he formerly bought of the florist, and the potatoes and vegetables that he previously took from the grocer; garage his automobile and do without innumerable unnecessary things that eat into the family exchequer. If John Bull does all this he can keep on with his suit against Johann Schmidt indefinitely and when it is all over he will be no poorer. He can then revert to the original and more comfortable mode of living.

This, say the parliamentary economists, is the government's plan in a nutshell. It means to save and scrape to keep up its battlefield lawsuit to the indefinite end—and to emerge with unimpaired credit.

### "Use Less and Save More."

It is pointed out to John Bull, col-

lectively and individually, that to sell stocks and bonds abroad means a poorer England; to borrow from other nations means a greater and heavier national debt; to draw on the prevailing national fund means sending gold abroad and endangers British world-wide banking. The problem that Johann Schmidt's lawsuit puts up to John Bull is the same problem that the government puts up to the people. It means use less and save more, all of which makes it possible for the government to import less and export more.

During the first six months of 1915, England imported \$2,145,000,000 worth of goods from other countries and sold them only \$1,175,000,000 worth. Duly subtracted and divided, these figures show that England bought from other countries at the rate of \$5,000,000 daily more than she sold them.

### Usual Trade and Commerce Gone.

In normal times, normal British business supplies the deficit, but now that there is war, the elements of trade and commerce that supply the difference are being used for war. Thus, say the government economists, is shown the imperative necessity for thrift. And the only solution of the problem is a revolution of national habits.

The government thrift campaign is to enter every British kitchen and garden.

"Each community will elect its committee and outline its individual thrift campaign," said H. E. Morgan, chairman of the parliamentary committee, today. "Everyone wants to help his country at a time like this. Flower gardens and lawns must go. Vegetables must take their place. Every lawn must become a potato patch."

### W. C. T. U. ELECTS DELEGATES Mrs. Taylor and Mrs. Searcy to Attend Convention at Sikeston.

Mrs. John Taylor and Mrs. S. B. Searcy were elected at the meeting of the W. C. T. U. yesterday afternoon, delegates to the state convention of W. C. T. U. to be held at Sikeston, September 14 to 18. Mrs. J. T. Esrey and Mrs. J. B. Cole were chosen alternates.

It was announced that enough tickets had been subscribed for the chautauqua for next year to insure a prohibition speaker of national fame for the chautauqua. Mrs. Noel Edwards read a paper on the Purty Congress which met in San Francisco in July, and which she attended.

### War Odities.

By United Press.  
LONDON—A captain of the Coldstream Guards was saved from a bullet in Northern France by his pocket Bible, on the fly-leaf of which was written: "Thou, Lord, art my refuge."

PARIS—The French authorities have declined with thanks the offered services of a number of educated Frenchmen who desire to join the air service.

### New Silo Bulletin Is Out.

"Filling the Silo," by J. G. Watson of the College of Agriculture, is the title of a new bulletin of the agricultural extension series that is being distributed now.

## HOSPITAL PROBLEM SOLVED BY BRITISH

Special Train, Wonderfully  
Fitted, Takes Care of the  
Wounded Soldiers.

### CANADIANS 'AT HOME'

Familiar Sports and Delicacies Are Provided for Them in England.

By WILBUR S. FORREST  
(United Press Staff Correspondent)  
LONDON, August 18. (By Mail).—The finest traveling hospital in the world is somewhere in France today. Known as the "Princess Christian Hospital Train," it was built from subscriptions solicited by the sister of the late King Edward, who provided a similar equipment, though smaller, during the Boer war.

Every requirement necessary for the care of 400 desperately wounded soldiers is provided in eight coaches of the 700-foot conveyance. Six additional carriages provide lounging quarters for the sick and slightly wounded on their way to base hospitals from the front. Several coaches are equipped with beds, a kitchen, lockers, hot and cold water and electric and gas appliances, including illumination.

Another affords sleeping accommodations for nurses and doctors, while another is a complete operating room. Hundreds of details throughout the moving hospital are from the latest knowledge of hospital and surgical supplies. If necessary, it can be sidetracked at an isolated way-station near a battle front and be employed as a stationary hospital.

A joint committee of the leading railway men of France and England superintended the construction of the train at Birmingham.

Much has been said of the famous American hospital of Paris, but little is known of the American Hospital of London.

In the Duchess of Connaught's Canadian Red Cross Hospital at Clivedon Wood, on the Thames, scores of nurses and forty-two doctors from Canadian and American cities care for the Canadian "Indians" as they come wounded and torn from the battlefields across the Channel. There are tennis, golf, billiards and quoits for the convalescent and the true Canadian idea of fun fresh air and laughter to condition the wounded men again for the ever-raging struggle from which they came. Patients are fed on fresh eggs, plump chickens and jam and biscuits direct from Canada. They are given the open air treatment as soon as possible, and nearly any day there can be found a fleet of rolling beds, flanking a football field nearby, where simon-pure Canadian football is the order.

The new hospital, which is being enlarged to care for 500 patients, is regarded as a model of hospitals in England. It is equipped with light, airy operating rooms, medical and surgical stores, laboratories and X-ray rooms, embracing all the latest in medical science.

"It makes you homesick for Canada," said one Canadian recruit today. He got it in the leg in France, and with two crutches he was playing

**Queen  
Quality**

### SHOES

FOR PARTICULAR WOMEN

**Ford M. Shoe Parlor**  
24 South Ninth

## Good Roads for Missouri

We all know it is what we need. But it is just as necessary to have a nicely painted and papered house, as good roads. So go to Columbia Decorating Co. and see their low prices on Paints and Wall Paper and you will surely fix up that house.

**Columbia  
Decorating Co.**

Sam Glass, Mgr.  
Phone 349

ing football, his chief desire being to kick the ball with his injured leg.

Mail advices from Ghent, Belgium, tell that Germans sentenced Countess Dejongh Dardoye, age 16, to three months' imprisonment recently.

She was walking in Ghent with her grandmother and both were wearing medals with King Albert's picture. A German officer tore the medals from them, saying: "Away with that king without a country."

The young countess picked up the medals, and answered hotly: "We Belgians prefer a king without a country to an emperor without honor."

She was immediately arrested and subsequently sentenced by court martial.

### HERD BOOK SOON TO BE OUT

Shows Missouri Second in Number of Breeders and Animals.

The "American Aberdeen-Angus Herd Book," containing entries from 184,561 to 196,500 inclusive, is being printed at the E. W. Stephens Publishing Company and will be ready for distribution in a week.

The book contains information about forty states, and England, Ireland and Canada. Missouri ranks second in number of breeders and animals, having 283 breeders and 1,463 animals. Iowa is first with 636 breeders and 4,055 animals. The following persons from Boone County have entries: John F. Crawford, Columbia; F. M. Owings, Sturgeon; G. C. Turner, Centralia and H. A. Whitesides, Harrisburg.

## BOONE NATIONAL SAVINGS & LOAN ASSOCIATION . . .

Columbia, Missouri

Authorized Capital \$500,000

Stock in force . . . \$275,000

Profit on stock to Jan. 1, 1915, 7 1/2-10 per cent. Liberal percent paid on monthly savings.

Loans to purchase or to build homes made on easy terms on monthly payment plan.

S. P. CONLEY, President

W. S. ST. CLAIR, Secretary

Office 204-6, Guitard Bldg.

# Lowering the Price Thru Advertising

Too many manufacturers believe that if they "spend" money in national advertising (they don't see that it is an investment) they must make it up somewhere else.

They want to get their money back the first year, and they turn to a raise in their prices as the means—a means which is usually a sure road to failure.

In reality, the amount put into advertising, is a deferred profit. It comes back later through increased volume of sales.

The normal result of advertising, rather than an increase in price, is a decrease in price, or a better article for the same price, which amounts to the same thing.

And this in turn automatically brings still greater volume of sales.

The case of the Hoosier Manufacturing Company, of Newcastle, Indiana, is in point. This company attributes its success to several factors, and chief among them these:

- (1) Constant effort to give the maximum for the money.
- (2) Advertising.

The Hoosier Company began advertising when it first began making kitchen cabinets, fifteen years ago. Its first advertisement was a small one in a woman's publication, costing \$47.50. Today it is one of the leading national advertisers, doing a business of millions.

The story is perhaps best told by some direct quotations from a statement made by the Hoosier Company itself:

"For a great many years the Hoosier Company did not take a penny of profit out of the business, but put everything back into the quality of the article, and we feel that it has been this policy more than anything else that has founded the present

reputation the Hoosier Cabinet has among women.

"There has not been a single year since we began making cabinets that we have not increased the value put into the cabinet and improved manufacturing and packing methods as a result of increased volume.

"During the panic of 1908 we brought out a cabinet which we featured exclusively in our advertising. As a result of this campaign, our sales increased 36 per cent.

"A Hoosier Cabinet now is a much greater value for the consumer than the one which sold for the same money a few years ago, this in spite of the fact that lumber in the past ten years has greatly increased in cost and that our labor costs have come up about 20 per cent.

"We feel that our case offers an unusually clear example of the benefits that accrue to the consumer, dealer and manufacturer from good merchandising, persistently advertised."

A testimony of a trade-paper publisher as to the effect of the Hoosier advertising is as follows:

"They started in on a vigorous advertising campaign, through both magazines of general circulation and the trade papers, and all of a sudden the kitchen cabinet became the most-talked-of article of furniture made. Today the kitchen cabinets is the best-advertised and most easily sold article of furniture manufactured."

What this company did with a new product, by advertising and by foregoing immediate profits for the sake of future greater profits, many a manufacturer whose product is already well established can do much more easily.

After all, courage is the essential factor.

**The University Missourian, Inc.**

Virginia Building, Columbia.

Phone 1130, 278.